

STUDEBAKER SIX HAS NEW FEATURES

Product of \$20,000,000 Factory Popular at the Automobile Show.

Many unexpected features, some of them exclusive, are found in the new series 21 Studebaker light six and explain the popularity of this car at the automobile show. Built in three body styles, touring car, landau-roaster and sedan, the new light six is widely proclaimed as meeting the existing demand for a comfortable, durable and economical light weight six cylinder car.

A hurried inspection at the show gives only a slight conception of what this new car is. It looks a great deal longer than it is because of the rakish cut of the body. The high, narrow radiator is particularly pleasing and the lines of the lustrous black enameled body are low and graceful, viewed from any angle. Even the windshield is tipped at a clever angle and the fenders have a neat "hug" which is convincing.

The series 21 light six is the product of the great \$20,000,000 Studebaker factory at South Bend, Ind., the newest and most modern automobile plant in the world, erected solely to manufacture this car.

Of 112 inch wheelbase, the new Studebaker has a 40 horsepower motor, and the car weighs completely but 2,500 pounds. Cord tires are standard equipment. The chassis can be either halved or quartered and each section will show practically the same wheelbase. Because of this even distribution of weight the new light six in severe tests preceding its announcement proved its ability to hold the road at speeds under conditions where heavier, less scientifically balanced cars showed a tendency toward slide away.

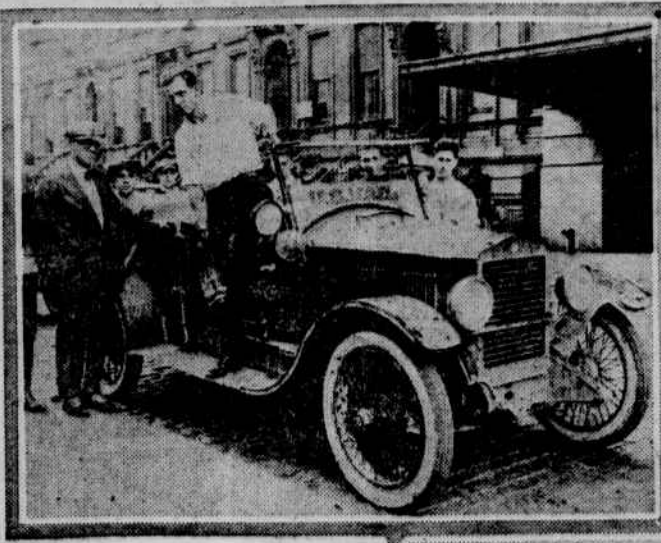
Other exceptional features are numerous. The motor of 2 1/2 inch bore by 4 1/2 inch stroke, with aluminum detachable head, is noted not only for its accessibility and clean cut design, but also for its economy. This economy is secured by means of an unique feature which converts every drop of gasoline into power with no waste.

A feature for which a patent has been granted, the internal hot spot surrounding each spark plug, secures better vaporization, a hotter fuel, greater economy and better combustion. All these result from the fact that the incoming gas, after being thoroughly vaporized by passing over the hot combustion chamber, hits the unjacketed hot spot the instant it gets through the inlet valve. This hot spot is controlled and never becomes excessively hot. Part of the intake manifold is in contact with the water manifold and the flow of cold water is faster as the speed of the motor is increased, so that the water remains at a constant temperature.

Inclined valve action, found only in one imported car and in one of the highest priced American motors, is a feature of the series 21 Studebaker light six. With this new type of valve action, where the valves are inclined at an angle of 20 degrees, and with the new intake manifold design, the races in the combustion chamber are not deflected in any way. There is practically a straight line passage into the combustion chamber, providing maximum economy, perfect combustion and precluding the possibility of any unvaporized gasoline lying on top of or seeping down past the pistons.

The series 21 light six has the crank shaft and connecting rods machined all over. These machining operations insure perfect balance. A corps of expert inspectors check up on the work of the machinists and every crank shaft must be in perfect running balance when it is passed by the final inspector for assembly. Connecting rods are ten inches

The Essex Was First to Cross the Continent Carrying Mail.



To Essex went the distinction of being the first automobile to carry United States mail across the continent. The photograph shows the arrival of the first mail bag at the New York Post Office.

The mail bag that made this historic run is shown in the oval inset. The Essex is also shown below the photograph of the first transcontinental mail carrying airplane.

There is an interesting comparison to be drawn between the Essex record making transcontinental trip from New York to San Francisco and previous railroads running through trains between Chicago and the Pacific coast.

An Essex made the journey of 3,347 miles from New York city to the Golden Gate in just four days fourteen hours and forty-three minutes, carrying United States mail across America for the first time by motor car. Four Essex cars made the trip, two each way, and all broke all previous records. Every car finished, with no changes except minor adjustments that would naturally occur to any car on such a long trip. Stops at points where drivers were changed were made just long enough to take on the necessary gas and oil. In all probably twenty-five different drivers took the wheel on each trip.

But if a passenger starts from New York on the fastest present day passenger train, by the time his train reaches Chicago he will have been pulled by seven different locomotives and as many different engine crews. Then when he boards his Pacific train at Chicago a fresh engine and crew will start the journey, and by the time his train rolls into its Western terminal fourteen more engines will have taken over the train, each one fresh and groomed for its short portion of the trip. In all a total of twenty-one engines will have hauled him from coast to coast.

Unlike the airplane, with its uncrowded atmospheric roadbed, or the locomotive, with its miles of shiny track well laid and ballasted, the Essex traversed every type of road, climbed mountain ranges and crossed wide deserts and large and small towns. Every second a different condition faced the drivers. Weather, roads, traffic all had to be considered by the man at the wheel.

The Essex car that set this remarkable record is now in New York and will be on exhibition all during the week of the Automobile Show at the showrooms of the Hudson Motor Car Company of New York, Inc., 1342 Broadway.

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MOTOR CAR USEFUL IN ALL SEASONS

J. B. Hulett Cites Closed Car Sales as Indication of Demand.

"It wasn't very long ago that when the fall season came along motor car dealers would start preparing their displays for the winter," says J. B. Hulett of the Hulett Motor Car Company, local Chandler distributor. "They would lay in a new stock of pipes and tobacco, reupholster the old desk chair with a cushion from one of the cars stored away for the winter, and settle back, hoping for an early spring."

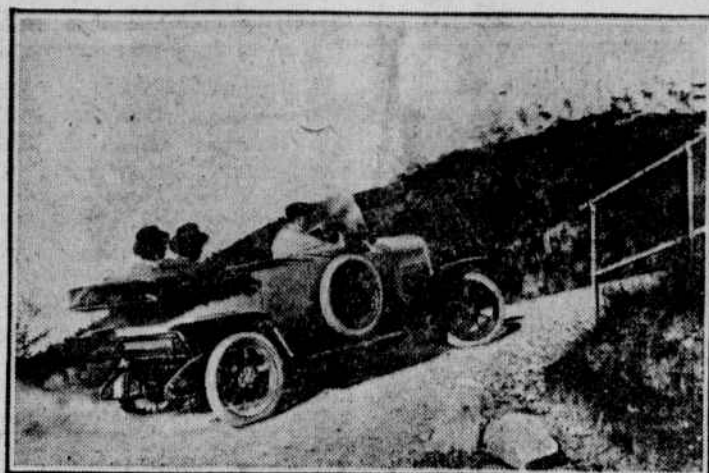
"But those days have passed. The motor car has proven its usefulness. It becomes, as winter closes in, of even greater necessity for quick, safe transportation at this time of the year than at any other. The winter months will never again be dead months in motor-dom."

"The pessimistic dealer argues that cars aren't used in the winter as extensively as they are in the summer months. But the live-wide-awake dealer has observed that with each year there has been less and less of 'putting the car up for the winter' until now the idea has become as extinct as shutting up the 'front parlor' on Sunday night for the rest of the week."

"The reason for this is that the motor car of to-day is no longer merely a pleasure car. It has become an actual necessity in business and in social activities. The business man of to-day depends on his car to take him to the office in the morning and to take him home at night. Without it he would be at a loss. Then there are the multitude of other duties, where a motor car for your round service is so vital that the lack of it would be simply appalling."

"This is just as true in winter as it is in summer. Moreover, the discomforts of winter are nothing to people driving comfortably along the city streets or State highways of to-day in a closed car, free from the wind, snow and cold. The closed car, by the way, is the coming thing in motor cars."

This Little Fiat Fears No Hill



The buyer of a foreign car naturally expects an automobile which will respond to any demand which can be made on it. Speed it must have, and hill climbing ability which balks at no grade. Upkeep costs and fuel bills are usually secondary to the man who invests in a car of European manufacture.

Buyers of the new Fiat being displayed at the Auto Show are due for a pleasant surprise. It is accepted as fact that a Fiat has speed and a power reserve which carries the car up and over any hill which furnishes traction for the wheels. But it is revolutionary in foreign car engineering to find a chassis which, in addition, is light on upkeep and maintenance costs and economical in fuel consumption. The Fiat model 20, for instance, delivers twenty-seven miles to a gallon of gasoline.

The engineering which brought about this achievement is remarkable in itself, but it is improbable that it could have been developed under other conditions than those which surround the mammoth Fiat factory at Turin, Italy. Here are chassis which truly have been engineered on the road. No draughting board theories have been permitted to go unchallenged. There are no automotive engineering axioms for the Fiat designers. The road has been the arbiter of design—a test which is no respecter of names, prestige or theories.

Nowhere else in the world, perhaps, is there a factory so situated as to be able to give its chassis the complete gamut of road tests every day. Turin, situated at the slope of the Alps, is exceedingly hot in summer and cold in winter. In one direction are the great Lombardy plains, with fine, straight stretches of road, over which cars can be tested for speed to extreme limits. In the opposite direction are the Alps, with beautifully made roads over such passes as Mont Cenis and Mont Genèvre, where there is steady climbing for more than twenty miles. Mont Cenis, in itself, is an ideal testing ground, for it is reached by a valley road, over which high speeds can be maintained, so that the engine is thoroughly warmed up before it starts on the long, difficult climb of twenty-three miles, with grades of 10 to 13 per cent.

For about four months in winter the Alpine roads are closed by snow, but as if in compensation for this nature has provided Superga hill, at the very gates of Turin. Compared with the Alps the climb is not long, for from the level to the top of Superga the distance is just under three and a half miles. The climb begins abruptly, however, and not a level inch of road is encountered until the summit is reached, while

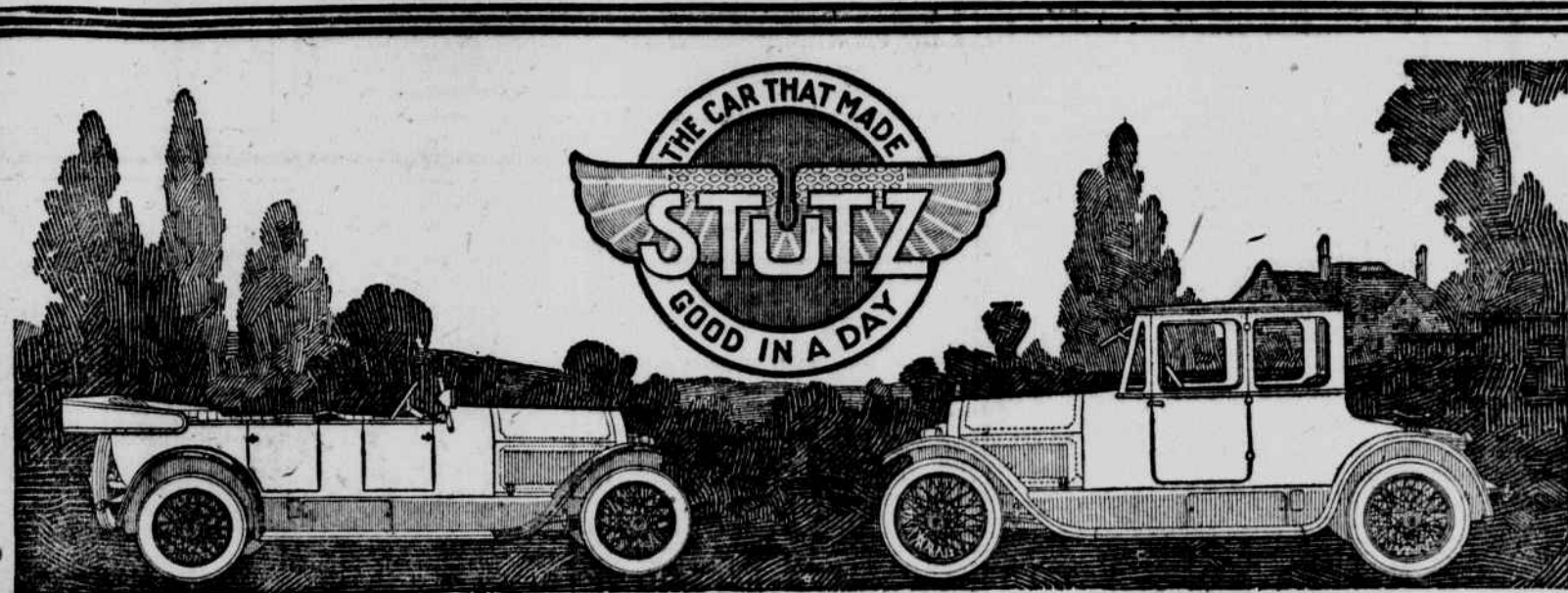
in two places the grade reaches 18 1/2 per cent. It frequently happens that a car which can climb the Alps cannot go up Superga on a hot summer day without losing water.

Perched on the top of this hill and visible for miles around there is a handsome church, used as the burying place of members of the Italian royal family. There are practically no houses on the hill, and as the public always makes use of the rock railway, the tourist road has been given up almost entirely to car testing. All day long Fiat and other Italian cars leave the broad riverside road and tackle the steep, narrow and winding track up the sides of Superga. Top gear is out of the question, the steering gear is constantly in operation, and the surface having purpose been left rough, springing is thoroughly tried out.

The high reputation which Fiat cars have secured the world over can undoubtedly be attributed, in a very large measure, to the severe local conditions under which they have to operate and to the thoroughness with which their makers subject them to trying tests in the Alps and over the sun scorched plains. If they behave satisfactorily under these strenuous home conditions they can undoubtedly be relied upon to please in whatever part of the world they are used.

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Sensation of Show
Space A-23

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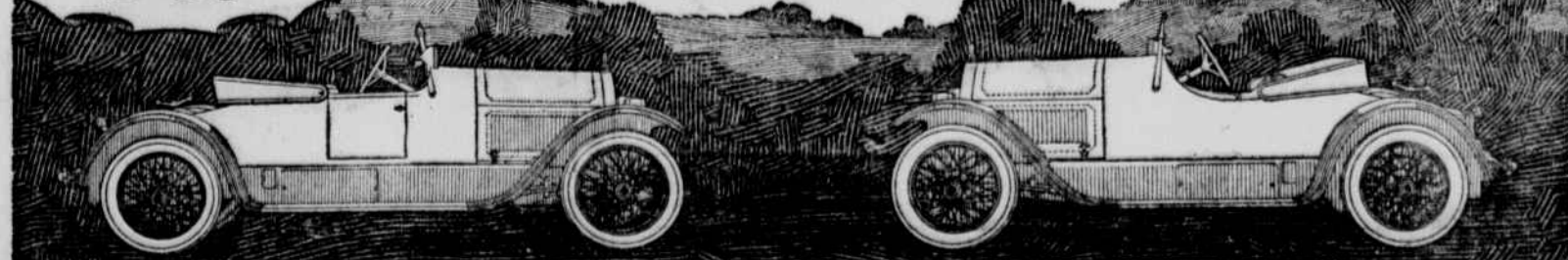
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